



NuLu Art 16

Public Art Projects for the East Market Street – NuLu Streetscape, Louisville, KY *REQUEST FOR QUALIFICATIONS FROM ARTISTS*

March 10, 2015

RFQ Application Deadline: Monday, May 11th, 2015

1. INTRODUCTION

1.1. Overview

The NuLu Business Association (NBA) is seeking artwork for projects that will be part of the East Market Streetscape in Louisville, Kentucky. This is a call to artists who wish to be considered for this work. This call is open to artists from a broad range of media, and will also be used to generate pools of artists who will be selected to compete for specific projects in the future

The East Market District is home to galleries, artist studios, artisanal businesses, and a growing restaurant scene. Commissioned public art, both temporary and long-term installations, can help define the vibrant identity of East Market Street. A design and construction project is underway to improve traffic flow and streetscape conditions for vehicles, bicycles and pedestrians. While the streetscape project can put the physical elements in place, the NuLu Business Association (NBA), in collaboration with District businesses, organizations, and citizens, will take the lead to program and find sponsorship for these art projects. Ultimately, the NBA, through public-private partnerships, will become the Soliciting Organization for East Market public art projects and will use the artist pools developed by this process to issue solicitations for specific project opportunities.



1.2. Project Description

The East Market Streetscape project is one of strategy and development – a plan that encompasses the feelings of its people and the direction forged by its landscape, architecture, and culture. The 10-block section that is being designed serves as a foundation for development throughout the East Market District and in fact has become part of comprehensive downtown development connectivity. The endeavor to improve economic development through tourism, increased business participation, and destination businesses has been paramount with the streetscape strategies and physical development. Creating uniqueness in the District without compromise to the current character is the vision of the District's users, residents, businesses, and City officials. A destination street since Louisville's founding, Market Street has played host to a variety of businesses throughout the city's history that have drawn Louisvillians for generations to this emerging hip, arts and entertainment district.

The office of CARMAN, a Landscape Architectural, Urban Planning and Civil Engineering company located in the East Market Street Gallery District, is serving as the Prime Landscape Architectural and Civil Engineering consultant on the 10-block corridor enhancement project. Street rooms and galleries for socialization for the entertainment area were created in addition to creating entertainment corridors along the alleys paralleling East Market Street to the south. A primary objective of the project is the use of green infrastructure along the corridor to minimize the storm water discharge into the combined sewer system along the corridor. Through the creative use of infiltration gardens, runoff from streets, parking areas, buildings, and alleys is being captured and significantly reduces the impact to the existing sewer infrastructure. The East Market Street – NuLu Streetscape improvements will further enhance the existing environment with a “complete streets” approach to improving vehicular, pedestrian and the cycling environment. Construction is scheduled to begin in late 2015 with an estimated completion date in early 2017.

Streetscape concepts can be viewed at www.carmansite.com/nulu

1.3. East Market Street

Market Street is a major corridor that is inextricably intertwined with the history and development of Louisville. During the early 19th century Market Street was the common address for retailers and service industries supporting Louisville's development as a center for regional commerce. The thoroughfare was the heart of the development of the city as a livestock market with herds of livestock in constant travel along Market between the Bourbon Stockyards and the river. During mid-century, the increased traffic along Market necessitated widening the street to accommodate the great variety of traveling merchants and products. The adjacent neighborhoods of Butchertown and Phoenix Hill and the Bourbon Stockyards at the east end of Market insured that Market Street was a vital artery of commerce.

Yes, yes, yes and yes, and that equation, spread across four rapidly developing blocks east of Louisville's downtown, has brought sudden vigor to a corner of Kentucky best known for its horses, bourbon and baseball bats. Here they call it NuLu.

Chicago Tribune



During the 19th century Market Street was an important center of commerce and industry. Like many other urban historic business districts during the 1960s and 1970s it experienced a decline when competition from new commercial shopping areas began to be developed in the suburbs. However, Market Street has learned to reinvent itself and has become a unique destination. This strength is evident by the establishment of the NBA, whose goal is to work together toward the revitalization of their commercial district.

The historic integrity of the area today is supported by an eclectic mix of retail shops, restaurants, and businesses. The diversity of this neighborhood is evidenced by the historic fabric that exists today along this corridor. This fabric is rich in historic design, materials, and details; brick, limestone, cast iron. The NBA support Louisville's historic revitalization but more importantly they help retain the city's unique Sense of Place.

NuLu (New Louisville) has developed a culture of sustainability with several LEED certified buildings and eco-friendly renovations of century-old structures. All of this growth and private investment has encouraged the neighborhood to develop a large-scale corridor and streetscape plan for a 10-block streetscape redevelopment.

1.4. Artist Opportunities

Through the streetscape project, the NBA is creating opportunities for public art. The NBA and partnering agencies will identify public art opportunities and implement projects.

Several pools of interested artists will be identified to be considered for the following types of projects:

- Sculpture, commissioned long-term and temporary installations
- Urban environmental artworks, particularly related to storm water management within the context of the design parameters created by CARMAN for the streetscape project
- Community-based projects that engage or interpret
- Sound, video and light installations
- Projects engaging social spaces that will be created through the streetscape plan
- Temporary Interim projects that indicate the East Market Street is OPEN FOR BUSINESS during streetscape construction (January 2016-September 2016)

NBA anticipates commissioning a number of projects over a two-year period. These will take the overall streetscape elements into consideration. Private funds are being raised for each project. Budgets and schedules will be identified for each project, NBA is considering projects that range from \$25,000 to \$250,000.

2. CALL TO ARTISTS / REQUEST FOR QUALIFICATIONS (RFQ) PHASE

2.1. Overview

Artist selection for East Market Streetscape public art opportunities will be a two-phase process: "Call to Artists / Request for Qualifications (RFQ)" and "Procurement".



Call to Artists / RFQ Phase

The purpose of the Call to Artists / RFQ is to generate a pool of qualified artists, working in a variety of media, who may be invited to create public artworks for the East Market Streetscape. A Selection Panel, comprised of art and design professionals and NuLu Business Association Art Steering Committee members will review the submissions and select the artists who will be included in the pools to be considered for future commission opportunities. The Selection Panel will be supported with technical assistance by Committee on Public Art, the Louisville Downtown Partnership and the office of CARMAN. The Panel will meet in the Spring of 2015 to review the submissions and identify short list artists to be invited to propose for various projects in the Procurement Phase. The Panel will be guided by Jennifer McGregor, the project's consulting curator.

Procurement Phase

The NBA in conjunction with the Louisville Downtown Partnership will determine the specific project opportunities available under the East Market Streetscape project, as well as budgets and timelines. For each of the identified opportunities, the NBA will use the artist shortlists to invite artists who may be invited to compete for that opportunity. The final artist selection will be made through a competitive process based on interviews and/or proposals.

2.2. Artist Pools and Selection Criteria

The Selection Panel will review submissions according to the criteria listed below, and will recommend short lists of artists who can be invited to take part in the Procurement phase of this process and considered for commissions.

The following criteria will be used to evaluate artists, in the following order of importance, as applicable.

- Artistic originality, excellence and innovation
- Ability to collaborate with the community, architects, public agencies, and other stakeholders
- Professional experience working in public art
- Mastery of techniques and materials
- Education and recognition, such as exhibitions, grants, and awards

2.3. Artist Eligibility

This Call to Artists / RFQ is open to all professional artists or artist teams preferably with public art experience who are residents of the United States. Qualified artists will be considered regardless of race, color, religion, creed, national origin, sex, marital status, physical or mental disability, sexual orientation, genetic information, or age.

Louisville, Kentucky's largest city, has long offered proudly old-fashioned Southern gentility. It's now transforming itself into what is known locally as NuLu. A new crop of food-and-beverage professionals have established restaurants in neighborhoods that were previously abandoned industrial zones, preparing fine-casual, locavore-leaning cuisine."

Wine Spectator Magazine



3. PROCUREMENT PHASE

The second phase of the artist selection, the Procurement phase, is expected to follow the process outlined below. Specific details for the Procurement phase are being developed and will be included in the artist solicitations.

3.1. Identification of Artist Opportunities

Subsequent to this Call to Artists / RFQ phase, the Nulu Business Association and partnering agencies will determine the specific artist opportunities that will be available through the East Market Streetscape. Please see Section 1.4 for a summary of the potential arts opportunities.

The determination of the specific artist opportunities, as well as their budgets, scopes, and schedules, will be based on a range of factors, including availability of funding, construction schedule, and operations and maintenance considerations. Artists may be invited to work on design, fabrication, and/or installation phases of the opportunities.

3.2. Solicitation Process

Once the artist opportunities are determined, the NBA may issue competitive solicitations to artists who are selected from the artist pools created as an outcome of the Call to Artists / RFQ phase of this process. The solicitations may be issued for individual opportunities or grouped by location and/or type of project. The solicitations may incorporate an interview-based or proposal-based selection process.

The solicitations will describe submission requirements and evaluation criteria, and will include schedules and budgets. Additionally, they will describe scopes of work that will potentially combine elements of design, artist supervision, and fabrication in the final arrangements, depending on the nature of the opportunity.

A Selection Panel will be assembled to identify finalists for each solicitation that is issued. The Selection Panel will be able to draw finalists from any relevant artist pool assembled as an outcome of the Call to Artists / RFQ phase of this process.

Finalists will be asked to develop concepts for the projects, and/or take part in an interview process, depending on how the solicitation is structured. Commissions will be awarded on the basis of concepts and/or interviews, references, and overall qualifications.

3.3. Special Considerations

Artists who are invited by the NBA to take part in the Procurement phase will be bound by these requirements. Therefore, artists who can demonstrate an ability to meet these criteria in the Call to Artists / RFQ phase of the selection process can improve their likelihood of being included in the Procurement phase of the selection process.

Today, several other neighborhoods are being transformed into worthy destinations. One of the best is the East Market District. Dubbed NuLu (short for New Louisville), it's minutes from downtown. Trendy places like Toast on Market and Harvest — both restaurants that showcase locally sourced ingredients — had waiting lines outside their doors.



- 1) When developing concepts, artists must consider approaches that relate to the local community, and be prepared to undertake research, including direct community contact through site visits, to obtain the necessary input.
- 2) Artworks work must meet standards of durability, safety and longevity that would be expected for artworks incorporated into demanding public streetscape environments.
- 3) Artists should be aware that the Louisville Metro Commission on Public Art (COPA) requires the following criteria be used when artists are commissioned to create artwork for public spaces (refer to COPA Siting Guidelines for more detailed information, <http://louisvilleky.gov/government/public-art/siting-guidelines>):
 - a) Artistic Excellence
 - i) Originality of idea and form. The artwork proposal is innovative and challenging. It fulfills its intended function in a visually provocative way.
 - ii) Site-responsiveness. The artwork is responsive to the context of the site. For example the Artwork may respond to the historical, geographical, environmental, demographic or other notable aspects of the site.
 - iii) Scale. The artwork is appropriately scaled in relation to the site and the neighborhood or district.
 - iv) Potential impact. The artwork makes a meaningful contribution to the local, national, and international discourse about artwork in public space. It aids in activating the site and creating a place of congregation and activity. It demonstrates potential for an ongoing, evolving relationship with site and audience.
 - b) Community support. The artwork proposal will be considered in light of the efforts and plans made to engage neighboring property owners, business owners, and community leaders.
 - c) Community development. The artwork proposal must demonstrate an intention to create a positive impact on the area's economic growth and quality of life.
 - d) Feasibility. Proposed artworks must be made of visual media that is durable and able to withstand physical hardship. Proposed artwork shall be structurally sound, stable through temperature and weather changes, and present no environmental or safety hazard.
 - e) Compliance with laws. All Artwork must comply with Metro codes and requirements for safety, accessibility, and lighting; Americans with Disabilities Act; and any approval that may be required in a Historic District or an Overlay District.
 - f) Maintenance Plan. Adequate bonding or funds will be set aside for the maintenance of the artwork for no less than the life of the artwork, or for ten years, whichever is less

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Minneapolis Star Tribune



3.4. Stipends

If the solicitation invites artists to submit proposals, those artists will be paid a stipend of up to \$1,500 for producing the proposals. Travel to the East Market District is encouraged to acquire community input as part of preparing a proposal and to present concepts to the selection panel, and in some cases may be a requirement. The stipends will be intended to cover artist costs associated with preparation of proposals, and will be scaled to be commensurate with the scope of the specific project and the requirements of the concept proposals.

4. RFQ SUBMITTAL REQUIREMENTS

4.1. General

Qualifications must be submitted through: <http://NuLu.slideroom.com> . Submittal instructions will appear on this link.

The NBA will reserve the right to reject any or all submission(s), if, in its sole discretion, the submission is in whole or in part incomplete or unresponsive, or because the submission fails to meet the requirements for eligibility set forth in this Call to Artists / RFQ, or is otherwise determined not to be in the best interest of the NBA. This is a Request for Qualifications only. Artists should not send proposals for this project.

4.2. Question and Answer Period

- Jennifer McGregor, Consulting Curator is the Point of Contact. Questions must be submitted via e-mail to: nuluart16@gmail.com
- No telephone calls, please.
- Questions must be submitted no later than May 04, 2015. Time permitting, answers to all substantive questions will be answered so that interested parties will have sufficient time for the answer to be taken into consideration in preparation of the RFQ. The Point of Contact shall, in her/his own discretion, determine whether an answer can be given to submitted questions.
- Answers to questions submitted on or before May 04, 2015 will be posted periodically at:
<http://louisvilleky.gov/government/public-art/louisvilles-public-art>
<http://nulu.org/nulu-art-16/>

4.3. Point of Contact

Artists shall correspond with the NuLu Art 16 Consulting Curator, Jennifer McGregor regarding the Call to Artists / RFQ. Email inquires shall be directed to:

Jennifer McGregor, Consulting Curator, nulu16art@gmail.com



4.4 Deadline

Qualifications must be submitted through the NuLu Art 16 RFQ Intake system by 11:59pm, May 11, 2015. Submittal instructions may be obtained by emailing Jennifer McGregor, the NuLu Art 16 Consulting Curator at the above email address. All elements of a submission must be received by the deadline date and time for the submission to be considered complete.

4.5 Content

Submissions must include the following:

Portfolio – Work Examples/Images:

Up to ten (10) work samples. Each image file can be up to 5MB. Each Video upload can be up to 250MB. Each Audio file can be up to 30MB. And Each Document file can be up to 10MB. Video and audio clips should be a up to 2 minutes, and submitted as a PDF if preferable.

Caption information for work samples should include: title of the work, date, media, dimensions, location, brief description. As well as project budget, location, and project partners if applicable.

Annotated Images List:

List each digital image in sequence. Indicate the title of the work, media, dimensions, location, brief description, date of work, project budget, and project partners if applicable. For previous public art projects, please list the client organization or agency and location.

Resume:

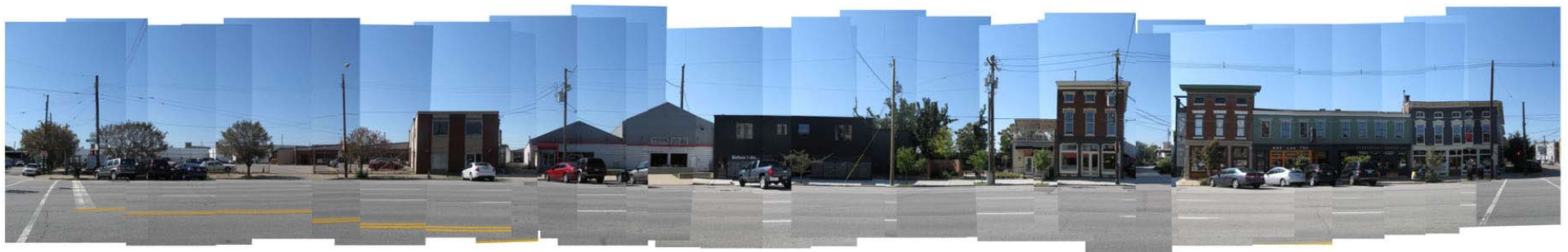
Current resume and/or artist's biographical statement which outlines your experience as a public artist.

Statement of Interest:

Briefly describe your interests and qualifications for the project. There is an opportunity to Indicate the types of projects you are interested in as outlined in Section 1.4.. Please provide any information about your experience working in public art, especially streetscape projects and in community engagement.

Just east of downtown is NuLu, a conglomeration of restaurants, lofts, boutiques and galleries. It's a treasure trove of adaptive reuse of old buildings; the closest current analog I could think of in St. Louis is the Grove.

St. Louis Post - Dispatch



References:

Submit three (3) professional references (commissioning agency or organization, design or arts professional, architect, landscape architect, etc.) that have detailed knowledge of your work and working methods. You must provide name, title, and contact information (e-mail and phone) for each reference.

4.7. Special Instructions for Artist Teams

If artists are applying as a team, the team should be declared in the Artist Statement, specifying a team leader who will receive notifications, and provide that team leader's contact information. If applying as a collaborative artist group, name each member of the group and provide resumes for all members of the group.

4.8. Special Instructions for Artists Seeking to Collaborate with Local Non-Profit Arts Organizations

At this phase of artist selection, artists will be evaluated solely according to the criteria outlined in Section 5.2 of this call, "General RFQ Evaluation Criteria". Artists who are advanced to the Procurement phase of artist selection can propose to collaborate with a non-profit arts organization, depending on the nature and scope of the opportunity for which they are being considered.

4.9 RFQ Schedule

March 16 - 20:	Distribute RFQ
May 11:	Deadline for Submissions
July 1:	Jury Selection and Notification of first round of artists invited to create proposals
July 15:	Inform all artists of outcome and Request for Proposals to Finalists
September:	Tentative submission deadline for final artist's proposals
October:	Jury Selection of NuLu Art 16 Installation
Fall 2016:	First NuLu Art 16 project complete

Subsequent projects may continue with similar schedules

